

## In the Claims

This listing of claims will replace all prior versions and listings of claims in the application.

1 – 35 (cancelled without prejudice)

36. (currently amended) An computer-implemented enterprise method, comprising:  
using a computer to complete the steps of:

preparing data representative of an enterprise that physically exists for use in processing, and transforming at least a portion of the data into a model of an enterprise market value by an element and a category of value by completing a plurality series of multivariate analyses that utilizes said data

where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof,

where the model of enterprise market value identifies and outputs a tangible contribution of each of one or more elements of value to each category of value, and

where the elements of value physically exist and are selected from the group consisting of alliances, brands, channels, customers, employees, intellectual property, partnerships, processes, vendors and combinations thereof.

37. (currently amended) The method of claim 36 that further comprises completing activities selected from the group consisting of: completing an analysis of enterprise financial performance, optimizing identifying a set of changes that will optimize one or more aspects of enterprise financial performance, simulating an enterprise financial performance, optimizing a future enterprise market value, quantifying a future enterprise market value, creating a management report, valuing an enterprise market sentiment, calculating a real option discount rate, valuing a real option, and valuing a share of enterprise stock, determining a target share price and combinations thereof.

38. (currently amended) The method of claim 37, where a financial performance optimization further comprises identifying one or more changes that will optimize one or more aspects of financial performance wherein said one or more aspects of enterprise financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, real option value, future market value, market sentiment value, market value and combinations thereof.

39. (currently amended) The method of claim 36, wherein the method further comprises completing a the plurality series of multivariate analyses that are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element impact summaries, identifying a best fit combination of a predictive model algorithm and one or more element of value impact summaries for modeling enterprise market value and each of the components of value, determining a net element impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element and combinations thereof.

40. (currently amended) The method of claim 39, wherein a the predictive model algorithm is selected from the group consisting of neural network; classification and regression tree; generalized autoregressive conditional heteroskedasticity; regression; generalized additive; redundant regression network; rough-set analysis; Bayesian; multivariate adaptive regression spline and support vector method.

41. (currently amended) The method of claim 36, wherein the data representative of an the enterprise are obtained from systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases and combinations thereof.

42. (currently amended) The method of claim 36, wherein the method further comprises using one or more composite applications to complete the processing.

43. (currently amended) The method of claim 36, wherein a the model of enterprise market value further comprises a combination of ~~component and category of value~~ models selected from the group consisting of up to three predictive component of value models, a real option discount rate model, a real option valuation model, a market sentiment model by element of value and combinations thereof.

44. (currently amended) The method of claim 36, where preparing transaction the data for use in processing further comprises integrating said data in accordance with a common schema where the common schema is defined by a CORBA metadata or an xml metadata standard.

45. (previously presented) The method of claim 36 that further comprises identifying one or more changes that will optimize a future market value portion of said enterprise market value.

46. (currently amended) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by a computer to perform steps an element-method, comprising:

preparing data representative of an organization that physically exists for use in processing, transforming at least a portion of the data into a causal model of each of one or more categories of an organization value that identify and output a tangible value contribution of each of one or more elements of value to a value of a current operation and a real option category of value,

and

reporting the value contribution of the elements of value using an electronic display or a paper document.

47. (currently amended) The program storage device of claim 46, wherein the elements of value physically exist and are selected from the group consisting of alliances, brands, channels, customers, customer-relationships, employees, intellectual property, partnerships, processes, production equipment, vendors and vendor-relationships, and combinations thereof.

48. (currently amended) The program storage device of claim 46, wherein the a tangible value contribution for each of one or more elements of value to each of the one or more categories of value further comprises a direct element contribution to a category of value net of any element of value impacts on other elements of value.

49. (currently amended) The program storage device of claim 46, wherein determining the tangible a value contribution for each of the one or more elements of value to the a real option category of value further comprises:

identifying one or more elements of value that make a causal contribution to an organization market value,

computing a difference between a real option value calculated using a the company cost of capital as the discount rate and a value calculated using a real option discount rate comprised of a base discount rate plus a risk factor for each element of value that makes a causal contribution to organization market value; and

assigning the value difference to the different elements of value based on their relative contribution to a calculated difference in the two discount rates.

50. (currently amended) The program storage device of claim 46, wherein the element of value contributions are identified by learning from the data.

51. (currently amended) The program storage device of claim 46, wherein the a discount rate for a real option category of value valuation comprises a base discount rate plus a risk factor for each element of value that makes a causal contribution to an organization market value.

52. (currently amended) The program storage device of claim 46, wherein modeling enterprise financial performance determining the tangible value contribution for each of the one or more elements of value further comprises:

a) identifying one or more value drivers for each element of value,

b) developing one or more element impact summaries from said value drivers for an organization market value and each of one or more components of value,

c) identifying a best fit combination of the element impact summaries and a predictive model algorithm for modeling the organization market value and each of the components of value,

d) determining a relative strength for each of the elements of value causal to an organization market value change vis a vis competitors,

- e) calculating a real option discount rate using the relative element strength information for the elements of value that support the real option,
- f) calculating a real option value and identifying a contribution to real option value by element of value using said real option discount rate, and
- g) identifying a net element of value contribution to enterprise the organization market value by category of value by combining the results from the processing completed in steps a through f.

53. (currently amended) The program storage device of claim 46, wherein the calculated value for each element of value further comprises a value for a point in time within a sequential series of points in time.

54. (currently amended) The program storage device of claim 46, wherein the tangible value contribution of each of the one or more elements of value comprises a net relative contribution for each element of value to each category of value and the other elements of value further comprises a net causal contribution.

55. (currently amended) A computer-implemented future market value method, comprising:  
using a computer to complete the steps of:

preparing data representative of an organization that physically exists for use in processing, and

transforming at least a portion of the identified data into a causal model of each of one or more categories of an organization value that calculate and output a tangible value contribution of each of one or more elements of value to a future market value and to each of the categories of organization value

where the categories of value comprise a current operation and a category of value selected from the group consisting of real options, market sentiment and combinations thereof, and where the elements of value physically exist and are selected from the group consisting of alliances, brands, channels, customers, customer-relationships, employees, intellectual property, partnerships, processes, vendors and combinations thereof.

56. (currently amended) The method of claim 55, wherein a the discount rate for a real option category of value valuation comprises a base discount rate plus a risk factor for each element of value that is causal to an organization market value.

57. (previously presented) The method of claim 55 that is enabled by the use of a flexible system architecture where said architecture further comprises data that has been integrated in accordance with a common xml schema and independent components of application software that can be combined to process said data as required to produce useful results.

58. (currently amended) The method of claim 55, wherein the a-net contribution for each of the one or more elements of value to each of the one or more categories of value further comprises a direct element contribution to the a category of value net of any element impacts on other elements of value within said that contribute to said category of value.

59. (currently amended) The method of claim 55, wherein the a-causal models of an element of value contribution to an the one or more categories of organization value further comprises a plurality of models selected from the group consisting of predictive component of value models, predictive market value models, relative element strength models, real option discount rate models, real option valuation models, market sentiment models and combinations thereof.

60. (currently amended) The method of claim 55, wherein the a-net contribution for each of the one or more elements of value further comprises a direct contribution to a value of a category all of the categories of value net of any impact on the other elements of value.

61. (currently amended) The method of claim 55, wherein the one or more categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

62. (currently amended) The method of claim 55, wherein the future market value portion of organization market value further comprises a summation of values selected from the group consisting of the real option value, the portion of current operation value caused by elements of value, the portion of market sentiment value caused by elements of value and combinations thereof.

63. (currently amended) The method of claim 55, wherein the one or more value driver changes that will optimize the future market value are identified by algorithms selected from the group consisting of monte carlo algorithms, genetic algorithms, multi criteria optimization algorithms and combinations thereof.

64. (currently amended) A composite application method for data processing, comprising:  
using two or more independent components of application software to instruct a processor in a computer to produce one or more useful results by transforming a plurality of data representative of a physical object or substance into a predictive model that has a utility in managing or monitoring a real world activity of said object or substance  
where said data has been aggregated from two or more systems in accordance with a common model or schema defined by an xml metadata standard.

65. (currently amended) The method of claim 64, wherein the independent components of application software can be flexibly combined as required to support the development of one or more useful results.

66. (cancelled without prejudice)

67. (currently amended) The method of claim 64, wherein the independent components of application software complete processing selected from the group consisting of: analysis, attribute derivation, capitalization, causal analysis, classification, clustering, count linkages, data acquisition, data conversion, data storage, data transformation, element life estimation, indicator selection, induction, keyword counting, keyword match identification, locate linkages, relative strength determination, statistical learning, valuation, and vector generation and combinations thereof.

68. (currently amended) The method of claim 64 that produces useful results selected from the group consisting of: element contribution determination, element impact quantification, element valuation, enterprise financial performance analysis, enterprise financial performance optimization, enterprise financial performance simulation, future market value optimization, future market value quantification, management reporting, real option discount rate calculation, real option valuation, share price valuation, and sub-element clustering, target share price determination and combinations thereof.

69. (currently amended) The method of claim 64, wherein the two or more systems are selected from the group consisting of accounts receivable systems, accounts payable systems, advanced financial systems, basic financial systems, alliance management systems, brand management

systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site management systems, the Internet, external databases and combinations thereof.

70 – 71 (cancelled without prejudice)

72. (currently amended) An organization system, comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to complete a series of steps a computer-implemented market value accounting method, comprising:

preparing a plurality of data representative of an organization that physically exists for use in processing,

transforming at least a portion of the data into a model of each of one or more categories of an organization value that identify and output a tangible contribution of each of one or more elements of value to each of the categories of organization value by completing a series of analyses where the categories of value further comprise a current operation category of value and a category of value selected from the group consisting of real option, market sentiment and combinations thereof,

using the tangible contribution for each element of value to identify a market value for each element of value, and

reporting the value of each element of value in a balance sheet format

where the reported value is a value for a specific point in time within a sequential series of points in time.

73. (currently amended) The system of claim 72, wherein the method further comprises series of steps further comprise including a value for one or more financial assets in a report with a balance sheet format.

74. (currently amended) The system of claim 72 that further comprises wherein the method further comprises steps further comprise:

tracking a change in a the market value of each of the one or more elements of value over time, and

including the calculated changes in the market value of each element of value in an income statement or a cash flow statement.

75. (currently amended) The system of claim 72, wherein the elements of value are customers and elements of value that physically exist and are selected from the group consisting of alliances, brands, channels, employees, intellectual property, partnerships, processes, vendors and combinations thereof.